

# Putting Together a Professional Presentation

## Preparation

- Audience
  - Definitions
  - Background
  - Jargon
- Purpose
- Physical situation
  - Time limits
  - Size of room
  - Lighting
  - Available equipment
- Persona

## Verbal Content

- Overview
- Transitions
- Conclusion (emphasis order)

## Visuals

- One point per graphic
- Simplified
- 18 to 24 point font minimum
- Accurate
- Labeled (titles and parts)